



7 March 2005



Total Army Retention Program Fiscal Year 2005

1. Your commitment to our Soldiers and their families directly contributed to the great success of our FY 04 retention program and will help ensure that we will again meet our goals for FY 05. In FY 04 we achieved well over 100 percent of our retention mission for the active component (AC). This accomplishment is remarkable and tells me that we have large numbers of great patriots in our ranks who are willing to step up and commit to the long-term defense of our Constitution. We are blessed to have such great Soldiers staying with our Army. Unfortunately, we were not successful in achieving our Reserve Component (RC) objectives. Our RCs have come to the battlefield to fight in the GWOT. They too are terrific patriots and selflessly give of themselves to their Nation. We need to do our part to ensure their ranks remain full. In FY 05, we need to maintain our AC momentum, and we need to achieve our RC objectives as well. We can do better by focusing on the following:

- Instill pride in your Soldiers from the first day they arrive in your unit by continually letting them know how valuable they are to the unit, the Army, and our Nation. Our Army Values and the Warrior Ethos give Soldiers guideposts to the future and will help instill a desire to reenlist throughout their careers. Leaders at all levels are responsible for instilling these values and for ensuring that Soldiers receive effective counseling to help them make informed decisions about their careers.

- Use your career counselors. Every brigade in USAREUR has at least one trained career counselor. These noncommissioned officers are your advisers on Army retention policy and are here to keep you informed of policy changes. Give them the time and resources they need to perform their duties. This is vital.

- Continue talking about retention with subordinate commanders. Give them a fair share of your retention goals. Hold them accountable for meeting all retention goals for both the AC and RC. Our success depends on commanders at the lowest levels accomplishing their unit retention mission. If they fail, we fail.

- If a good Soldier decides to leave active service, take time to talk to the individual about the benefits of "staying green." Emphasize the opportunities and benefits available in the Reserves and the National Guard. Also ensure these Soldiers attend their mandatory counseling with RC counselors 120 days before their ETS. RC counselors are available to serve all of our communities and can provide specific information; but the personal interest you show in your Soldiers can affect their decision at this critical time in their career. The impression you make must be positive.

ANY MISSION, ANYWHERE!

**B
E
L
L

S
E
N
D
S**

#

15-05

2. FY 04 was a turbulent year for our Army, but we proudly met our missions on the battlefield, just as our predecessors have done over the years. We met our missions on the battlefield with active and Reserve Soldiers fighting side by side. We need to do our part to ensure that the active Soldier who departs USAREUR today has every opportunity to stay with the force as a Reserve Soldier. When you look to your left or right on tomorrow's battlefield, your ability to win will be in large measure a function of the strength of our great Army National Guard and Army Reserves.

3. The USAREUR G1 issues a memorandum each quarter on the USAREUR retention mission: to keep Soldiers on active duty or transfer them to the RC. Commanders and leaders at all levels must take this mission on directly to ensure that the Army has the Soldiers it needs to win the GWOT. Only this way can USAREUR Soldiers continue to execute with excellence Any Mission, Anywhere.



B. B. BELL
General, USA
Commanding

B
E
L
L

S
E
N
D
S

#

15-05



ANY MISSION, ANYWHERE!